

The new monthly

P E R S O N A L R E P O R T
FOR THE SUCCESSFUL EXECUTIVES

ANNOUNCING . . . a totally new concept of continuous help
for successful executives - and their
companies -- the first and only such
help in existence today --

The new monthly

PERSONAL REPORT
FOR THE SUCCESSFUL EXECUTIVES

A new kind of help that gives the executive greater strength, more
confidence -- new methods he can use at once to dramatically boost
company profits -- enjoy his own personal success like never before.

PERSONAL COMMUNICATIONS
PUBLISHING CORPORATION

Somers Point, New Jersey

COMING IN 9 WEEKS -- a new monthly Report that will put thousands of executives on a new success course virtually overnight

Special Announcement to Company
Executives Throughout America

We are about to release to executives the premiere issue of a new monthly Report every executive always wanted - but never could get: **PERSONAL REPORT FOR THE SUCCESSFUL EXECUTIVES.**

This new Report will immediately change the lives of executives everywhere. It will make them more successful at work -- help them gain greater personal satisfaction and enjoyment from their success -- give them the special methods they need to produce record profits for their companies at once.

The Report will not tell you how to price your products.
It will not tell you how to save time with a dictating machine. It will not tell you how to run your own business.

It WILL tell you such things as new ways to get recognition for your business success -- how to put executive pressures to work FOR you. It will give you new discoveries that make difficult decisions easier and faster -- today's best ways to get more and better work from employees -- how to gain understanding from your family despite long work hours away from home.

For at last, a group of leading Professional Executive Counsellors will report to you what was formerly "privileged" information -- given exclusively to America's top-level executives in closed-door sessions.

These Professional Executive Counsellors know what makes an executive "tick." They tell you, as an executive, how to avoid pitfalls they've dealt with successfully before. They tell you - from their vast experiences - how to get maximum mileage from your strong points - how to recognize a weakness and turn it, in many cases, to a strong asset. Their positive approach towards executives is now considered of prime importance by many of today's business leaders.

(next page, please)

The Report, written by these men, will cover the five executive areas where personal and company success are at stake.

Here, for example, is the new kind of help you get every month in each vital issue of PERSONAL REPORT FOR THE SUCCESSFUL EXECUTIVES:

1. How To Get Maximum
Yield From Your
Employees

One of the most important jobs every executive has is to get his workers "on the ball" -- working hard to get their jobs done per your orders.

You get 3 ways to make the talented but "touchy" fellow work for you like never before (more money usually isn't the solution here) - 7 ways to help employees with personal difficulties that hinder them at work . . .

. . . it gives you 5 new methods that immediately boost employee morale -- and increase work flow. These methods work fast. They can easily be applied to any setup at once. And they don't cost the company an extra penny. They're the big news for 1968 -- loaded with profits.

2. The Executive's Personal
Success Methods

Business - no matter how successful - breeds problems. And that's why the executive is there --- to solve them.

Yet, this day-in, day-out pressure hurts many executives -- because they don't know how to make it work in their favor. An early issue of the Report explains how to eliminate 90% of your pressure -- how to leave business problems at the office when the work-day ends -- two simple things to do that keep your family close to you -- even when the going's rough and your hours away from home must increase.

The Report also explains:

- # When not to drink liquor -- and when it can help you. A simple test to check yourself against addiction.
- # How to get your wife to understand your pressures and long hours at the office -- the three things you can do to draw her closer to you.
- # How to get your children to understand why you can't see them as much as you'd like (just buying them a lot of presents defeats this purpose) -- a simple gesture that gains respect for you and makes your family proud of you and your business success.

(next page, please)

- # How to break bad habits despite the pressures on you -- one simple step that gives you extra self-confidence and great respect from everyone you know. This is the backbone of a success-image.
- # How to fully enjoy your success -- 3 ways to live and feel successful -- six things that make life away from business fruitful and fun.
- # How to overcome uneasiness when speaking to a large group of VIP's -- or heading up meetings -- or speaking to the press.

These success "road blocks" may never have crossed your path. But 7 out of 10 executives fall prey to at least one of them. On the other hand -- it's simple to steer clear of them. Your Report shows you how.

3. How To Increase Your Value To Your Company

Here's new information - never before published - that will enable you to make your position in your company noticeably the backbone of its success.

The methods here will put you head and shoulders above other executives -- especially those "pushy" guys whose "stage-type" tactics make the solid and sincere executive mad to see this type move ahead - when you know for sure he's nothing more than a lot of talk.

You'll also see how to help and handle workers who are bogged down with personal problems -- how to quickly raise a loyal, top-notch group of men you can rely on.

And you get a little gimmick that never fails when you want your ideas backed by other executives. This gimmick is a little thing. No one will ever know you're using it. Yet, it's a giant for motivation.

One issue of the Report tells you how to be a leader at meetings -- the man others turn to for the solutions to their problems -- the man sitting in the driver's seat at every get-together. This special method automatically puts you in command - gets you recognized as a leader no one will tangle with. You'll be known as the man who means what he says -- and accomplishes what he sets out to do.

These methods can put any executive on solid ground. They give him new power and show him how to use it. And they're simple to use - can make any executive extremely valuable to his company -- the man the company must hold onto at any cost.

(next page, please)

4. Winning Psychological Methods For Top Executives

Every executive - even if he's the top man - is "sandwiched" between his superiors and subordinates (or at least those he must satisfy) -- not to speak of competitors for his job.

Here are scores of psychological methods any man can use to his benefit. One such method lets you size up any of your key men - know what will motivate him -- what things are a threat to him -- and how to make use of this knowledge.

An early issue tells you how to know in advance how a member of the Board or senior officer will react to one of your suggestions. This information is of incalculable value to the man who needs permission to carry out his bigger plans -- or needs the support of others to make his plans for greater profits work.

Another issue explains how to handle the executive (there's one in every company) who for no apparent reason attacks everything you do. If it's a clear-cut plan for more profits - he doesn't like it. If it's something outstanding you've done - he undermines it - or gives someone else the credit. Here's how to put him in his place - and how to once-and-for-all end his attacks on your ideas. This spectacular method leaves no loopholes - he won't be able to make a come-back. Yet, it doesn't require a fight or confrontation on your part.

5. How To Lead The Life Of An Executive

If you're like most executives -- you're not living the kind of life you've worked hard for - and can now afford. BUT YOU CAN!

Here's how to create the time you need to handle most all your work during normal work-hours -- (except for rare emergencies) ready to relax and have a good time.

You get three methods that guarantee you time for vacations each year - and 17 pointers to follow if you want to get business out of your mind when you get home -- so you're fresh and alert the next day.

Early issues of the Report also tell you how to:

- 1- Almost never have trouble falling asleep at the end of the day.
- 2- Virtually eliminate the "tired feeling" most executives have.
- 3- Relax with your family -- cultivate hobbies and interests that make your weekends something to look forward to.

(next page, please)



**FILL OUT AND MAIL YOUR
CHARTER SUBSCRIPTION FORM**



CHARTER SUBSCRIPTION FORM

COMING IN 9 WEEKS —an unprecedented lineup of monthly information
worth a fortune to executives and their companies

PERSONAL REPORT *for the Successful Executives®*

Personal Communications Publishing Corporation
607-609 New Road, Somers Point, New Jersey 08244

Please enter my Subscription to the new PERSONAL REPORT FOR THE SUCCESSFUL EXECUTIVES. This new kind of monthly help will give me a constant flow of new ideas and methods to benefit my company, and me personally.

Our only cost is \$4 a month for a one year subscription—the annual *tax-deductible* cost not payable till after I receive my premiere issue.

NAME.....

FIRM (if firm is to be billed).....

ADDRESS.....

(Please Print)

CITY.....STATE.....ZIP.....

☐ BILL ME.

☐ BILL MY FIRM.

SPECIAL INSTRUCTIONS:.....
(If Any)

FIRST CLASS

Permit No. 4

Somers Point, N. J.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY-

Personal Communications Publishing Corp.

607 -609 New Road

Somers Point, New Jersey 08244